Phone Greeley 2626

Store Hours-9:30 A. M. to 6 P. M.

Just Arrived-An Unusual Collection of

Women's Wool Velour and Tricotine **FROCKS**

of a character rarely to be seen

At \$29.50

The smartest of Frocks created for Spring, skilfully fashioned of Wool Velour or fine quality Tricotine, retailing at \$5 to \$6.50 a yard. Some are in straightline effect, others smartly tucked or embroidered. All are most exceptional value at \$29.50! Obtainable in

> Navy Blue, Tan, Reindeer and Beige. Sizes 34 to 42.

> > Fourth Floor.

On Sale Beginning Saturday

Junior Girls' Gingham



Frocks

Very Special

At \$6.95

Pretty little frocks of durle Ginghams, in youthful eck and plaid effects, with rge collar and cuffs of Or-

Splendid for school general wear. At \$6.95, without competition!

Sizes 12 to 16 years.

Girls' Hand-Embroidered Frocks Saturday at \$7.50

A winsome straight line model, developed in Linon, with dainty hand embroidery for embellishment, and collar and cuffs of crisp Organdie. Sizes 6 to 12 years. Wonderful value. Illustrated.

For Prompt Clearance

175 Girls' Winter Coats Reduced to \$12.75

Formerly to \$19.75. These coats are in a variety of very youthful models, carefully fashioned of Silvertone, and Wool Velour; many fur trimmed. Sizes 6 to 10 years, but not in all styles.

Second Floor. in all styles.

Limited to Saturday

Real Hair Transformations Special at \$6.

Nothing aids so much in perfecting a smart coiffure as a good transformation. These are of excellent quality hair, in every shade.

1,000 Handsome Moire Velvet and Beaded Velvet Bags

Regularly \$6.50 to \$8.50 in a special sale Saturday

The "Last Word" in Distinctive Fashions

for the Younger Set

Misses' Polo Coats

Strictly Limited to Saturday

A Very Special Sale of

Lustrous Taffeta Frocks for

Misses at \$29.50

all the chic and daring of the original is admirably retained.

Youthful surplice waist, crossing in back in girlish fashion with sash bow, cunning shirred sleeves, and ruffled skirt.

Flemish Blue, Navy Blue, and Black. Sizes 14, 16 and 18

Misses' High-Grade Suits

Reduced

for immediate clearance

our regular stock, fashioned of Velour, Silvertone, Duvet

Tailored Suits Reduced to \$28 and \$35

Fur-Trimmed Suits ... Reduced to \$48 and \$58

We doubt if you will see such handsome

suits again at these remarkable prices!

Broken selections of some of the best suits carried in

An exact duplicate of a new Premet model, in which

\$3.95

High grade bags from our regular stock, together with the sample line of a manufacturer who, because of the never-failing quality of his merchandise, has our entire confidence and respect. Dozens of models to select from, quite simple or elaborated with beautiful bead work, and silk lined. Sale begins at 9:30 Saturdayour advice is: make your selections promptly.

As Pictured

\$59.50

Swagger Coatss

of Camel's

Hair Polo

Cloth, showing the distinctly

youthful

raglan shoul-

der, and in-

verted pleat in

lar, and roomy

patch pockets.

An ultra-

smart coat at

a very modest

Sizes 14 to 18

large convertible col-

back.

price!

WOMEN'S SUITS

Formerly \$75 to \$125

Suits in our regular stock selling formerly at \$75 to \$125 included. Tailored and fur-trimmed styles to choose from — all beautifully made.

Fourth Floor.

SATURDAY

Boys' Mackinaws



Special

\$11.00

The all-outdoor coat for boys at a very low price. Snappy double breasted model, with large pockets, made of serviceable plaid and heather mixture mackinaw cloths. Sizes 7 to 17 years.

Junior Boys' Overcoats Special \$9

Nothing like them in the present market! Smart buttonto-neck model, carefully produced in a variety of fancy mixtures. Sizes 3 to 8 years.

> Junior Boys' Overcoats of a very high standard of tailoring

Saturday at \$16.75

Swagger double breasters that are as warm and practical as they are individual. Produced in heather mixture overcoatings of splendid service-giving quality. Warmly lined throughout. Sizes 3 to 10 years.

For the boy of 10 to 18 years

Serviceable Winter Overcoats **Special \$13.75**

This price is based on wholesale costs of nine months ago—a very substantial saving to you! Boyish and young mannish models, tailored in a large variety of dependable overcoatings, in the most wanted colors.

> Boys' High-Grade Suits With Extra Knickers

Saturday at \$18.75

Because of their unusually high standard of workman-ship these suits will prove a splendid investment. The styles are exclusive, but real boyish, and the materials are of known dependability. Sizes 7 to 18 years.

Second Floor.

We shall place on sale Saturday

A Splendid Collection of

\$5.95 Wonder Hats

-values that will set all New York talking

Hats for the matron and miss, authentic in their clever styling, and developed in materials of a quality usually confined to much costlier chapeaux. Every model is new, and an unequaled value at this very low

Mitzi Sailors, Turbans, Smart Bandeaux Styles and Chin Chin Sailors

are included, developed in the new braids tastefully combined with rich silks. The trimmings are of flowers, fruits, metal ornaments, embroidery, ribbons and fancy feathers. Three styles Pictured.

Third Floor

These Smart Skirts Are Only \$17.50

-but for Saturday only!



Skirts that will give splendid service because they are tailored right, in materials of proven servicegiving quality. Box, side, accordeon-pleated and tailored models, for both women and misses.

> Plaids are the most fashionable-these are in the most fashionable Spring plaids

> > Fourth Floor.

Women's Natural Muskrat Coats

Saturday Only

\$147.50

Stunning Sports modelas pictured - made of choice quality Natural Muskrat, beautifully silk lined. Unequalled at \$147.50

Sale---American Lady Corsets

de Laine and Tinseltone.

To be had in

Regularly \$6

\$3.75

Three models for almost every type of figure, made of light weight material with or without. rubber tops.

The quantity is limited, therefore early selection will be to your advan-

Third Floor

SUBSTANTIALLY REDUCED!

A Most Uncommon Collection of Ultra-Smart

produced with rare skill in the most beautiful cloth and fur fabrics loomed.

Every coat made for our regular stock, according to our usual very high standard of workmanship. Straight-line, belted and sports models, many handsomely trimmed with real fur. Sizes 34 to 48.

\$39.50	to	\$49.50	Coats		Reduced to \$29.50	
\$55.00	to	\$65.00	Coats		Reduced to \$39.50	
					Reduced to \$49.50	
\$79.00	to	\$85.00	Coats	**************	Reduced to \$59.50	
\$89.00	to	\$98.50	Coats		Reduced to \$75.00	
405 00		4125 00	Cart		D . J	

None Sent C. O. D., Exchanged or on Approval

Fourth Floor.

Now Enjoying a Wide Vogue Among

Fashionably Dressed Women

Crescent Mesh Bags

as pictured



At \$59.50

This is the most beautiful mesh bag we have seen, made of Green Gold finished mesh, with overhanging apron of fine mesh in old lace effect. So new, so exquisite in every detail that you must see it in order to fully appreciate its wonderful charm.

Main Floor.